

Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W

-----192320Z 087298 /12

R 190930Z MAY 77

FM AMEMBASSY BANGKOK

TO USDOC WASHDC

INFO SECSTATE WASHDC 2308

UNCLAS BANGKOK 10877

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJ: WTDR/FTI

REF: USDOC 7220

1. THAILAND 2. CNTRY CODE: 549 3. SER.NO: 0043800
4. UA WITHYA AIR CONDITONING AND REFRIGERATION CO.,LTD.
- 4A. CODE: K
5. 484 RAMA 1 ROAD, PATHUMWAN, SIAM SQUARE SOI 6
6. BANGKOK, THAILAND
7. ESTABL: 1974 8. EMPL: 120 9. SIZE: (20-X) MEDIUM
10. REPUTATION: (22-X) GOOD
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED IN
ORDER OF IMPORTANCE: LOCAL
12. RPT.DATE: 05/77
- 13A. 35857/0235 MFR.IMP.DIST.AGT. OF AIR CONDITIONING ACCESSORIES
AND PARTS.
- 13B. 35853/0235 FMR.AGT.IMP.DIST. OF REFRIGERATION ACCESSORIES
AND PARTS.
- 13C. 29920/235 IMP.AGT.DIST. OF LUBRICANTS
- 13D. 35645/235 IMP.AGT.DIST. OF INDUSTRIAL FANS AND BLOWERS
- 13E. 35100/235 IMP.AGT.DIST. OF MECHANICAL EQUIPMENT
- 13F. 36100/235 IMP.AGT.DIST. OF ELECTTRICAL EQUIPMENT
14. CONTACT: DAMRI UAWITHYA TITLE: MANAGING DIRECTOR
15. CABLE: UAAIR 16. TELEX: NA 17. TEL: 252-5037

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18. FINANCIAL REFS: SIAM COMMERCIAL BANK LTD., 1060 NEW PETCHBURI
ROAD, BANGKOK; CHARTERED BANK, SALADAENG CIRCLE, BANGKOK;
SIAM CITY BANK, 13 ANUWONGSE ROAD, BANGKOK.

19. TRADE REFS: J.D. MARSHALL INTERNATIONAL, INC., P.O. BOX
59446, CHICAGO, ILLINOIS 60659; THE HARRY ALTER CO., 49-01
MASPETH AVE., MASPETH, QUEENS, N.Y. 11378.

20. AGENCY REP: DUNHAM-BUSH INT'L, 3212A INT'L PLAZA, 10 ANSON ROAD, SINGAPORE 2, AIR CONDITIONING AND REFRIGERATION EQUIPMENT, ACQ: 1976; J.D. MARSHALL INT'L INC., P.O. BOX 59446, CHICAGO, ILL. 60659, AIR CONDITIONING EQUIPMENT AND PARTS, INDUSTRIAL FANS AND BLOWERS, MOTORS, ELECTRICAL EQUIPMENT; THE HARRY ALTER CO., 49-01 MASPETH AVE., MASPETH, QUEENS, N.Y. 11378, AIR CONDITIONING AND REFRIGERATION SPARE PARTS AND REFRIGERATION TOOLS, ACQ: 1968; LULLA-MOTION (S) PTE. LTD., 8E-9E, BLOCK 3, 1004 TOA PAYOH NORTH, TOA PAYOH INDUSTRIAL ESTATE, SINGAPORE 12, AIR CONDITIONING TOOLS, ACQ: 1976.

21. SUBJECT FIRM WAS FOUNDED IN 1968 AS A PART OF THE UA WITHYA GROUP OF COMPANIES WHICH INCLUDE: UA WITHYA INDUSTRY CO., LTD. (WTDR 3/77 - MANUFACTURER OF AIR CONDITIONING EQUIPMENT); UA WITHYA EQUIPMENT CO.,LTD. (IMPORTER OF POWER TRANSMISSION EQUIPMENT); UA WITHYA MACHINERY CO.,LTD. (IMPORTER OF AMMUNITION AND EXPLOSIVES); UA WITHYA FORESTRY CO.,LTD. (LUMBER DEALER) AND UA WITHYA PANICH CO.,LTD. (IMPORTER OF CONSTRUCTION AND MINING EQUIPMENT). UA WITHYA AIR CONDITIONING AND REFRIGERATION COMPANY WAS REGISTERED AS A CORPORATION WITH AN AUTHORIZED CAPITAL OF US\$250,000. IN THE EARLY YEARS OF ITS OPERATION, IT WAS A WELL-KNOWN IMPORTER AND DISTRIBUTOR OF YORK AIR CONDITIONING EQUIPMENT FROM THE UNITED STATES, BUT THE AGENCY AGREEMENT TERMINATED IN DECEMBER 1975. IT NOW ACTS AS IMPORTER AND DISTRIBUTOR OF AIR CONDITIONING AND REFRIGERATION EQUIPMENT, INDUSTRIAL FANS AND BLOWERS. EIGHTY PERCENT OF ITS IMPORTS ARE FROM THE UNITED

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STATES, THE REMAINDER COME FROM EUROPE. IT ALSO MANUFACTURES AIR CONDITIONING AND REFRIGERATION EQUIPMENT UNDER ITS OWN BRAND NAME OF "BONN" FOR LOCAL MARKETS. WITH TOTAL INVESTMENT IN CAPITAL EQUIPMENT OF \$600,000, THE FACTORY PRODUCES 1200 UNITS ANNUALLY, AND OCCUPIES AN AREA OF 1350 SQ.METERS LOCATED IN THE BANGKOK SUBURBS. IT LEASES 768 SQ. METERS FOR ITS OFFICE AND SHOWROOM IN ONE OF BANGKOK'S BUSINESS DISTRICTS. SUBJECT FIRM EMPLOYS 120 PEOPLE INCLUDING EIGHT SALESMEN AND ITS 1976 SALES WERE REPORTED TO BE \$1.1 MILLION REPRESENTING A DECLINE OF 42 PERCENT FROM THAT REPORTED IN 1973. SUBJECT FIRM IS A MEMBER OF THE THAI MERCHANTS ASSOCIATION, THE BOARD OF TRADE OF THAILAND, AND THE AMERICAN SOCIETY OF HEATING, REFRIGERATING AND AIR CONDITIONING OF NEW YORK. A LOCAL BANK REPORTS THAT SUBJECT FIRM MAINTAINS A WELL CONDUCTED ACCOUNT AND FINANCIAL SUPPORT GRANTED TO THE FIRM HAS BEEN UTILIZED WITH SATISFACTORY RESULTS. IT IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: SATHIT/SOMSAK APPROVED BY: JAMES H. SAVERY
AT: AMEMBASSY BANGKOK
WHITEHOUSE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Control Number: n/a
Copy: SINGLE
Sent Date: 19-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BANGKO10877
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770179-0553
Format: TEL
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ISecure: 1
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Line Count: 119
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Litigation Codes:
Litigation History:
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Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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Review Date: 25-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2459860
Secure: OPEN
Status: NATIVE
Subject: WTD/FTI
TAGS: BEXP, TH
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/90475e90-c288-dd11-92da-001cc4696bcc
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